



# The Emergence of Technology in Retail: The Omnichannel Solution

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**Today, customers use all kinds of electronic devices, such as cell phones, laptops, and iPads. They also access multiple means of finding your products or services, such as social media, email, web searches, blogs, and ad clicks.**

**So the question is, where do we focus on developing a great marketing strategy?**

**Omnichannel is the key.**



*Natalia Gamarra M.S.M.  
Director, International Member Relations  
United Fresh Produce Association, THE OMNICHANNEL STRATEGY,  
KEY TO SUCCESS IN 2021. Abasto Media 2021*

In this next slides we'll see

- **What is Omnichannel Marketing?**
- **Omnichannel: A Visual Representation**
- **Omnichannel and the U.S Hispanic Market**
- **What is the Action Gap?**



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# What is Omnichannel

*Omnichannel Marketing: Shopper-centric, collaborative strategy that views market research, product development, consumers, distribution channels, and marketing/branding holistically. It offers shoppers a seamless experience across in-store and digital shopping platforms.*



## Omnichannel Marketing Strategy and Tactics

- Focus: Dedicated team focused on defining and executing Hispanic Market objectives and executing goals and plans for profitable growth.
- Market Intelligence: Plans based on mission-based market intelligence include emerging trends, market potential, understanding shoppers, competitive analysis, significant obstacles, distribution, and supply chain.
- Implementation and Measurement: Both retailers and CPG's within each of the five categories required specific plans for implementing and measuring results based on scalable market penetration, customer satisfaction, and, most importantly, sales with acceptable profit margins. This requires cross-functional teams.
- Brand Loyalty: While diverse, the US Hispanic market does have strong brand loyalties that factor into the competitive analysis.
- Limited Assortment: Many urban Hispanic markets and small chains have limited assortment and non-conventional procurement methods.
- The window of Opportunity: The unique opportunity to penetrate this market and establish awareness, trial, and ultimate loyalty and repeat purchases is limited.

# Omnichannel: A Visual Representation





# The US Hispanic Market and the Omnichannel Business Model

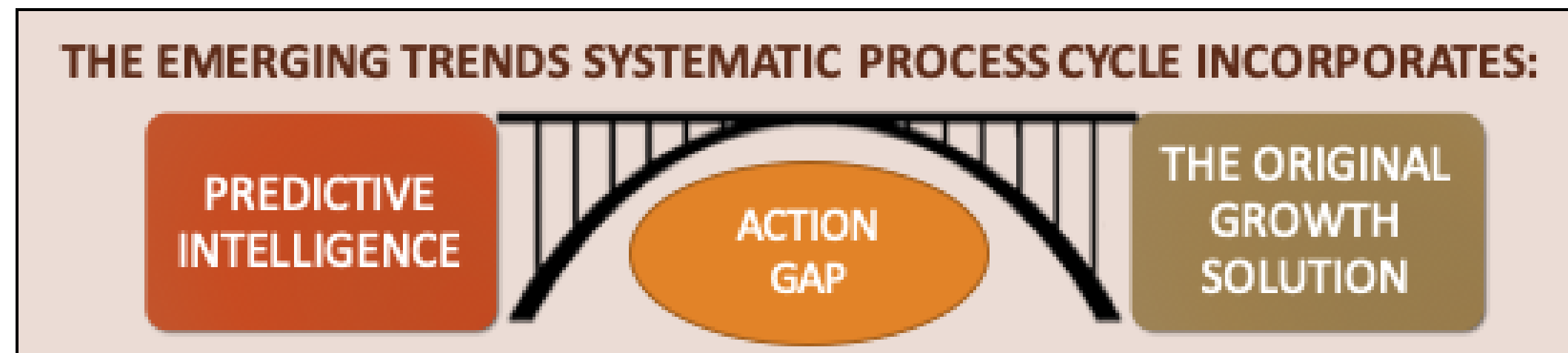
*The U.S. Hispanic Market is large, diversified, and growing. However, in many respects, it remains underserved by both major retail chains and CPG's. Omnichannel marketing specifically developed for this important market represents the best route to effectively embracing both Hispanic consumers and developing the distribution and supply chain logistics to support it.*





# What is the Action Gap?

- The **Action Gap** is the absence of accurate, targeted, and focused information and data and complementary products and services that inhibit a total internal and external marketing program success.
- The lack of recognition and identification is missing in the most cohesive, all-inclusive marketing plans.
- The **Action Gap** further limits management from adapting and changing the course in making quick adjustments and alterations to the marketing program.
- Identify, Quantify, and Predict emerging trends opportunities to meet “directional and actionable” objectives.





# The Action Gap and the Hispanic Market

**Action Gap:** Omnichannel marketing represents the optimal method for bridging the Action Gap and opening significant revenue opportunities in five key categories:

- **Hispanic Retailers:** Support from significant CPGs, assortment, efficiency, collaboration, enhanced shopper engagement.
- Large Chain Retailers: Improved shopper engagement, expanded markets, smart assortment, innovation.
- Major CPG Brands: Create new markets and brand loyalty, develop efficient distribution to smaller retail stores, improved communication, and engagement.
- **US Hispanic CPG Brands:** Market expansion, broader reach to shoppers, understanding trends.
- **Import Hispanic CPG Brands:** Open and expand beachheads in the US through key markets via better market intelligence and strategic engagement with US Hispanic customers.



# The Four Essential Omnichannel Marketing Concepts Now Powering Retail Growth

Success requires focused, forward-thinking, experienced support that can help develop an efficient strategic plan based on multichannel marketing.

- **Predictive analysis of emerging trends**
- **Bridging the Action-Gap**
- **Targeted cross-functional engagement and personalized messaging**
- **Complete Hispanic shopper-centric integrated marketing and technology services programs**

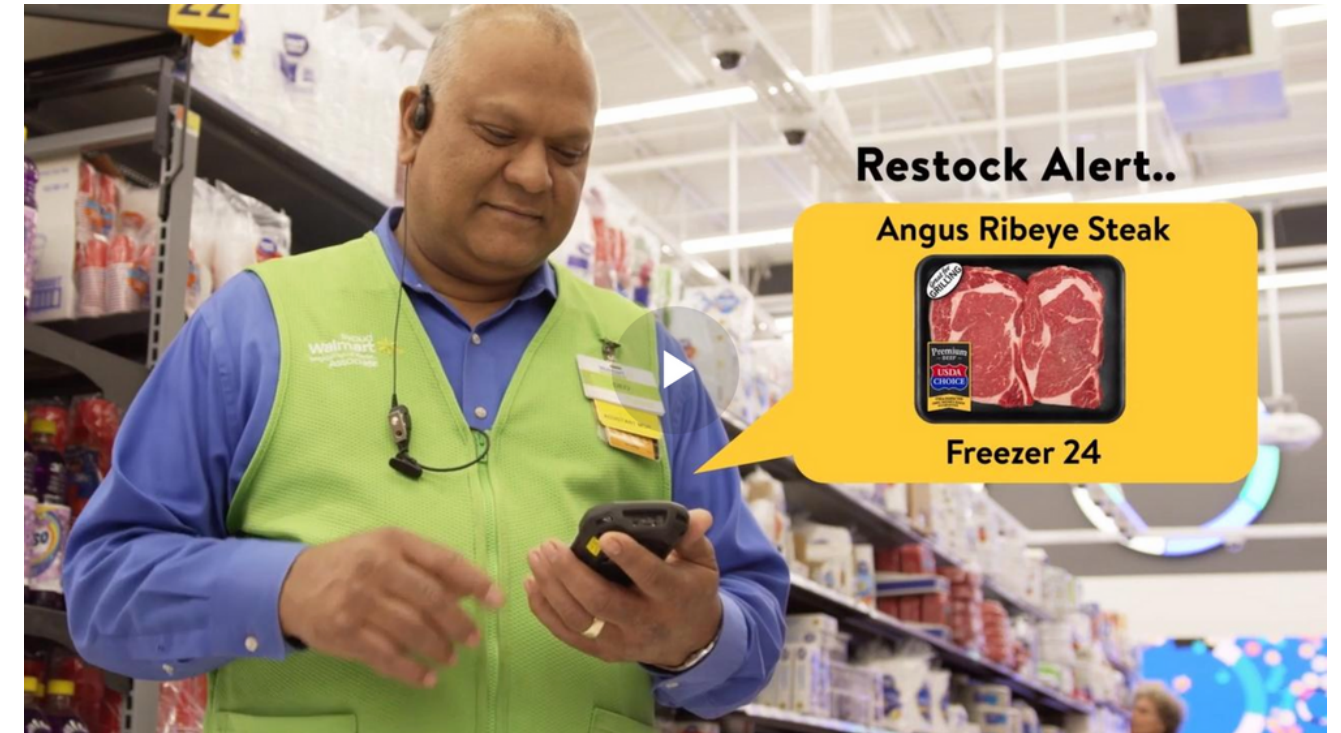




# How to Convert Omnichannel Marketing into Immediate Sustained Revenue Growth

## *Predictive Analysis of Emerging Trends*

- Tracking, and analyzing critical Emerging Trends
- Converting Turn around Goals into Strategic "Change and Growth" goals
- Linking our synergistic products and services in sync with market demands, opportunities, and your company culture, budget considerations, and skilled resources
- Creating new ideas and concepts for success
- Interpreting and activating powerful insights
- Establishing Points of Difference for our clients
- Utilizing our Exclusive Technology resources
- Measuring your Marketing ROI









# The New Cross-Functional CPG Organizational Structure from HMC, Inc *(Hispanic Marketing Consultants)*

Within the traditional structure, Strategic and Tactical Marketing Decisions were generally made by legacy practices, with Marketing Management taking the lead. This is a major reason why the historic rate of New Product failures has hovered around 75% for 50 years. Too much information is compartmentalized by function, and this inhibits the converting and interpreting Predictive Knowledge into insightful data.



**The New Information-based Collaborative Organizational Structure is being dictated because of the demand for input, and expertise from various managers through the entire Food Chain, from Farm to Shopper.**



# THANK YOU!

For more information about our **Omnichannel Services**, please contact:

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